

Bramley at the Head of New Templar Company

The Templar Motor Corporation, of Cleveland, is a newcomer at the show, and for most persons yesterday's view was the first sight had of this car. At the beginning, the company is producing four different models, in various colors, built on the same chassis. A five-passenger touring car, retailing at \$3,985; a four-passenger touring car, retailing at \$3,255; a four-passenger victoria-elite, at \$2,155; and a two-passenger baggage carrying touring roadster, at \$2,255.

The engine is largely the work of A. M. Dean. More than two years ago he began working out his four-cylinder gasoline engine. At a test made in the shops of the Ferro Machine and Foundry Company the power curve showed a straight line from 400 to 1,800 revolutions a minute, and reached a maximum of 43 horsepower at 2,100 revolutions on the dynamometer. In view of its piston displacement of 996.8 cubic inches, 3 1/2-inch bore by 5 1/2-inch stroke, the result of the test was considered remarkable.

The personnel of the Templar Motors Corporation is of pertinent interest, in view of its introduction to the New York public. The list included:

President, M. F. Bramley; president, the Cleveland Trinidad Paving Company; president, the Luna Park Amusement Company; executive chairman, the Land Title Abstract Company.

Vice-president, W. J. Hunkin; president, Hunkin-Conkey Construction Company; vice-president, Cleveland Builders' Supply Company.

Treasurer, D. C. Reed; president, the Lakewood State Bank; vice-president, the Colonial Savings and Loan Company.

Secretary, J. E. Matthews; former State Senator; senior member of the firm of Matthews, Orgill & Maschke, attorneys.

Chief engineer, A. M. Dean; formerly chief engineer, the Matheson Automobile Company and the Ferro Machine and Foundry Company.

Factory manager, J. H. Weller; formerly with Whitney Manufacturing Company, Packard Motor Car Company, Willys-Overland and Pope Manufacturing Company.

General sales manager, Harry W. Anderson; formerly sales manager, Stutz Motor Car Company; Eastern sales manager, Premier Manufacturing Company; American Motors Company.

Advertising and assistant sales manager, Charles E. Bailey; formerly with HAL Motor Company, Republic Motor Car Company and "The Horseless Age."

Director of purchases, C. H. Landstittel; formerly with Haynes Automobile Company, Willys-Overland Company and secretary of the Elyria Chamber of Commerce.

The output of the concern will be available for delivery about March 1. It is announced. The production will be limited strictly to the number of cars that can be turned out properly, with reference to materials and workmanship.

The Day's Minutes Are Doubled By the Car

By C. A. Kissel
President Kissel Motor Car Company

THE business and social world, as well as in the agricultural and suburban sections, methods of work and conditions of living have been changed rapidly since the advent of the automobile. Its application has brought about new and quicker methods, making possible shortcuts resulting in an economy of time and an increased personal efficiency.

Business and professional men, through the saving of time which the automobile makes possible over any other means of transportation, are able to do more work in shorter time and with a less expenditure of energy. The unlimited power of the automobile and its flexibility in crowded streets enable owners to cover three blocks in the same space of time it used to take to cover one. This economy of time has in many instances made possible men having a multitude of interests, due to doubling the number of minutes in their working hours.

"This is what the automobile has done for business men and women. I ascribe a great deal of the rapid growth of the country in the last five years to the fact that people have been able, through the automobile, to accomplish more in a shorter period of time, as the growth of any concern or city depends upon the activities of its employees or population."

"The operation of the automobile has been reduced to such simplicity that it is easy for women to drive. Women and girls, as well as elderly people, sit behind the wheel of the family car. Heretofore the wife had to do her shopping either on foot or trust to the uncertainty of public conveyances. Today she can accomplish nearly twice as much and traverse nearly twice the distance in her automobile."

"And just as the automobile has become an efficiency utility and a necessity to the business and social world, so it has accomplished wonders in agricultural and suburban life and work."

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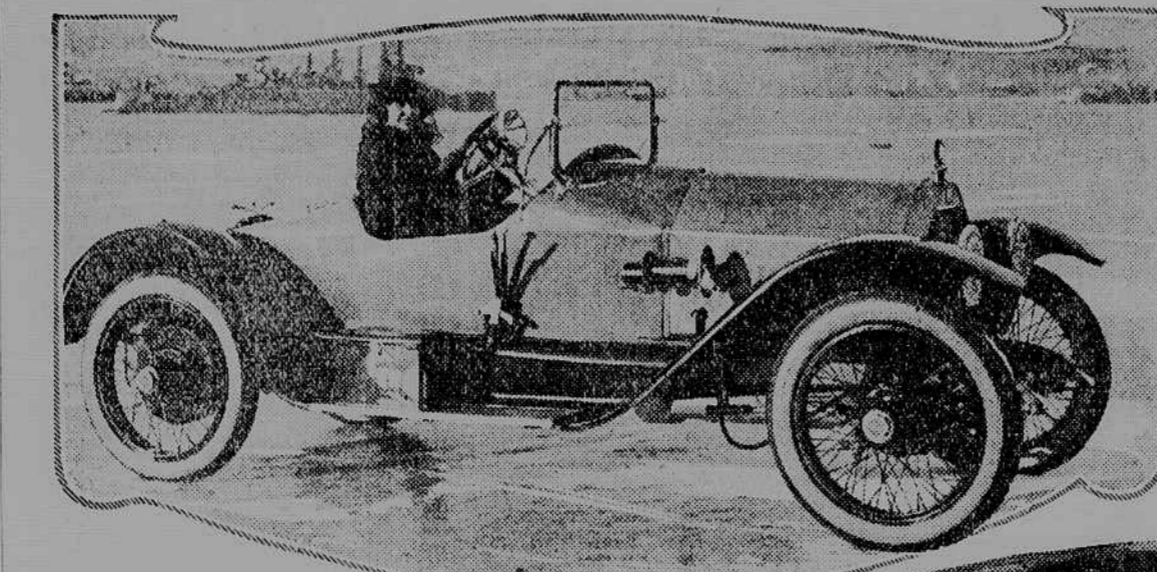
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The Ladies, Bless 'Em, They All Drive



Some Affect the Speed Cars, Like This Ray Stutz.

The suburbanite no longer has to worry about catching the last train, thereby cutting short his stay in town when a longer visit is desirable. His automobile is a guarantee of reaching home safely and in quick time.

In addition, the automobile has

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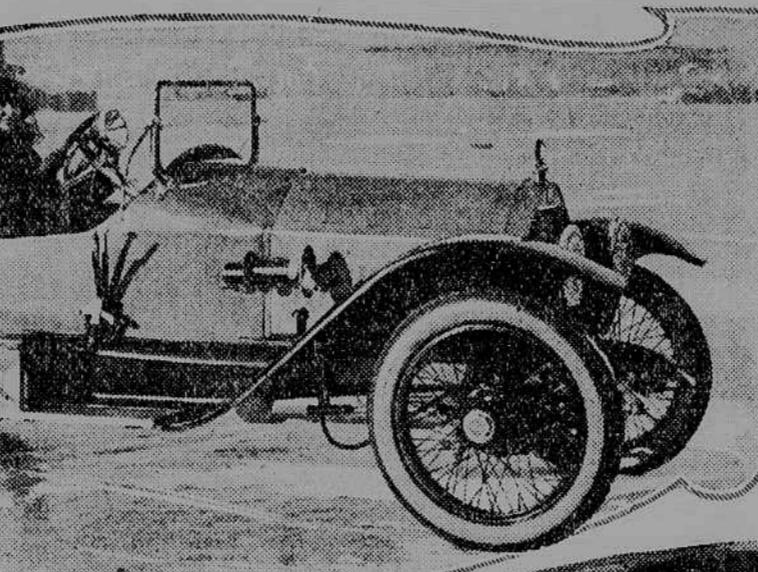
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Much Is Claimed For the Apperson Brothers



Motor Car Market Shifting Its Base

"It's an ill wind that blows no one good. The aggressive dealer who six months ago thought his time had come is now reaping the industrial benefits of the unfortunate circumstances which upset the organization of the country and threatened to ruin his business," says W. B. Riley, sales manager, Jordan Motor Car Company.

"The working class of people are making more money than they ever made before, while the farmer, with a production of \$26,500,000,000, which is nearly seven billions more than last year's production, is deriving about 100 per cent profit."

"Such conditions, of course, have brought about a marked change in the location of ready money. The man who formerly had a great deal and has bought many Liberty bonds is now paying a higher discount and is paying more for the luxuries which he formerly enjoyed and has less to spend for them. But his place is being taken by the farmer and the worker, who are benefiting by the large expenditures of money by the government and spending their surplus for the luxuries formerly denied them."

"Hence a new and virgin class of buyers has emerged from the usual conditions of war times. At first the dealer was a bit confused, because the people who formerly had the money to buy hesitated and the new class of buyers had not yet made itself felt. He was startled at the aspect of Jones, who lives on the Avenue, conserving, while Smith, who works on the farm, was just beginning to look around for his car. And when Smith bought it was either a good low priced car or a better car in the upper medium priced class."

"There is nothing so inspiring to the dealer as to contemplate the opening up of a new field for selling. The trading situation is rapidly improving, not only for this reason but because the manufacturer is now limiting his production to take care of his own government orders."

"Another improvement that has given the dealer considerable encouragement is the longer profit on each car he sells. While all cars have gone up in price, the percentage of discount has remained the same, so that although his sales are fewer, he realizes a greater profit on each unit, and if he trades intelligently he will make a better profit in the end."

"It is true, of course, that some dealers, encouraged by large quantity sales, have built up large service departments, and have engaged expensive salesrooms on the principal avenues of the big cities. These distributors will merely have to adopt the same policy as that which is being adopted by the most widely experienced of the manufacturers. They will reduce their overhead and encourage the manufacturer if he is to get a higher price, to make the car more attractive so as to warrant the price."

"So I am in Washington co-operating with a lot of other experienced automobile engineers in working out a standardized light truck and other war equipment."

Reo Pays Thomas While He Works for U. S.

Horace T. Thomas, chief engineer of the Reo Motor Car Company since its inception, is devoting his entire time to government work in Washington. The Reo engineer is chairman of the committee on designing this new government standardized three-quarter-truck.

"At first my intention was," Mr. Thomas says, "to resign the position I held so long and offer myself to the government. Mr. Scott, vice-president and general manager of the Reo company, said to me: 'You do not crave a uniform or a military title, do you?' You simply want a job of work in the interests of better efficiency."

"I told him that was my aim, but I didn't see how I could be of much use unless I offered myself wholly and gave all my time to the work. He then said that the Reo Motor Car Company felt just as patriotic as I could possibly feel and that the company would give me leave and in addition pay my salary and expenses for the duration of the war."

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Valve-in-Head Engine for Owen Cars

Admirers of the Owen-Magnetic found last night at the show that in the new 1918 series the car had been noticeably improved and refined. Not only has a more powerful engine been substituted but the body lines have been made more graceful and attractive.

"The new series Owen-Magnetic, with its valve-in-head engine, its 142-inch wheelbase and its new body, is certain to make a strong appeal to the man seeking a high grade car," said Ernest S. Partridge, local manager.

"The Owen-Magnetic is now on exhibition for the fifth season. Each year the makers have placed on view a car that has commanded the attention of the critical buyers, and its growth in popularity is evidenced by the increasing numbers to be seen on the streets."

Confronted by Shortage
"I cannot help but feel that we will have easy sailing this year in disposing of our allotment. We are taking with as good grace as possible the shortage that confronts us and other dealers on account of the war work our factories are turning out for the government. There is no other reason for a shortage we could approve half so quickly, for we motor men are ready to sacrifice to help win the war."

"There is no doubt in my mind that this will be a year of early orders. The public realizes the great part the automobile industry is playing in furnishing the government with men and parts and material and understands that there undoubtedly will be a consequent cut in production of passenger cars. We have never had so many early orders as this winter."

"The magnetic transmission is now so well understood that prospective buyers rarely ask to have it explained. It is accepted as a standard product of reliability and as thoroughly dependable in operation. Seldom will you find an owner or driver willing to go back even temporarily to the gear driven car."

"Many of our owners have two or three Owen-Magnetics of different models. We are constantly receiving repeat orders from far away lands. We have received several such orders in the past year from Japan, New Zealand, Cuba and Spain."

"On the second floor of the Palace we are showing a seven-passenger touring car, a limousine and a Sedan."

Interstate Four Design Appears Unchanged
The Interstate Motor Company is exhibiting a four-cylinder valve-in-head model which has not been altered in mechanical design since the first Interstate was exhibited in New York in 1915.

This, it is said, does away with a great deal of dissatisfaction evidenced by car owners who find their car out of date in six months or a year because of a new model.

The Interstate has been represented in New York since its inception in 1915 by the Garland Auto Company, of 1885 Broadway.

Cradle for Battery
T. P. Chase, chief engineer, has arranged a special mounting for the storage battery on the eight-cylinder King. It sets in a cradle on the right hand side of the car, suspended from the front center of the frame. It protects the battery from dirt and insures it a safe riding position.

Look After Gasoline Lines
Car owners will save themselves much worry and trouble nowadays if they will give special attention to see that dirty gasoline does not get in the needle valve, in the carburetor jets or gasoline lines, says George C. Gurney, service manager for the King "eight."

In some parts of the country the class of gasoline is responsible for many a motoring trouble.

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Foresees That Cars Will Not Be Plenty

That there is going to be a shortage of cars in the year 1918 is the opinion of representatives of the industry from every section of America. Evidence that used cars will be higher in price is to be found in all parts of America. Men of money during the last few months have been so confident of this fact that business organizations have been formed to buy up second-hand cars and to overhaul them, renew their finish and hold them for the market these investors feel to be a certainty.

C. S. Riemann
The Elgin Motor Car Corporation, of Chicago, believes that the shortage of cars will come, and C. S. Riemann, vice-president and general manager, says: "We believe that the automobile business is and should be the first to help with the war, and we are going to do our part in every way to assist the government, and stand ready to accept all suggestions from the government for methods by which we can give aid. The automobile is becoming more and more a necessity in the business of the country, and we feel that the demand for the passenger car as a business asset will grow instead of diminish as the days go by."

"On a recent trip in Canada during which I studied war-time conditions in that country, I found that Canada had discovered the real necessity of the motor car for business purposes. I took into consideration trade conditions in Canada for the last three years and at the close of my trip could see nothing but a wonderful impetus to the automobile industry for 1918, with the likelihood that people will be unable to get cars, due to the splendid support which the automobile industry is giving to the government, and to the consequent cutting down of production, through the acceptance of orders from the government for war materials."

Seek New York's Suffrage As Stamp of Success
"When we come to the New York show with our exhibit each year we feel that we are among our oldest and best friends," says George M. Dickson, president of the National Motor Car and Vehicle Corporation, of Indianapolis. "New York has been with us, and with us strong, from the start, dating back to 1901, when we began the manufacture of automobiles. This is not flattery. Our sales records verify such a statement, for New York not only has purchased more Nationals than any other city in the country, but our sales in ratio to population are the highest here."

"We have come to look to New York for the first endorsement